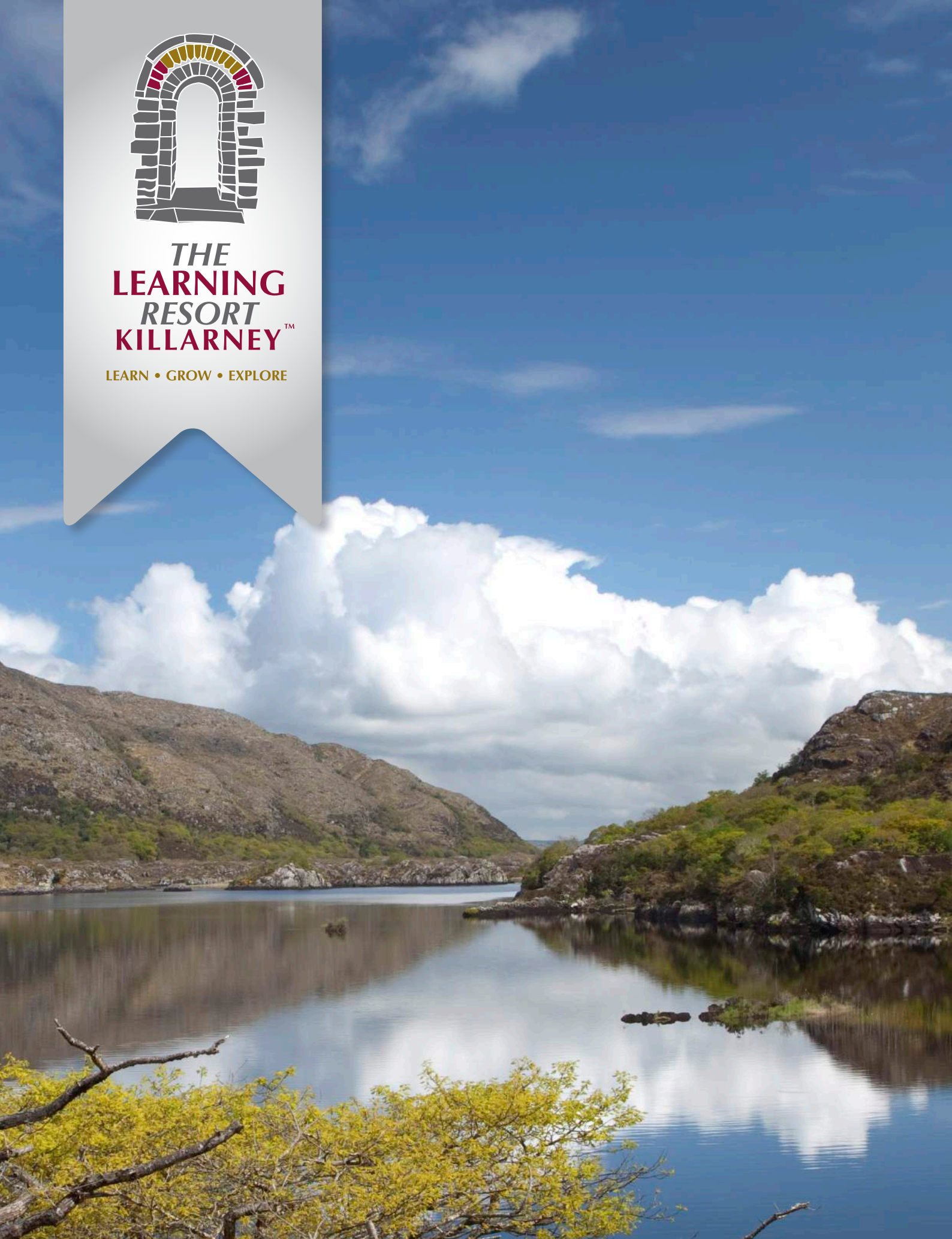


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The Learning Resort presents:

Robert McKee – STORY IN BUSINESS SEMINAR

22nd May 2015

Killarney Convention Centre, Muckcross Road, Killarney, Co Kerry

“He who tells his story best wins.” – **Robert McKee**

Robert McKee

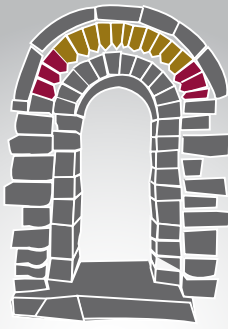
Robert McKee is a world famous creative writing teacher who is widely known for both STORY and STORY IN BUSINESS seminars which he developed when he was a professor at the University of Southern California. McKee occupies a unique place in modern media storytelling; writers, producers, media professionals, and business leaders from all over the world attend his sold out international seminars.

McKee's teaching has helped his pupils win 60 Oscars and 200 Emmys through the power of storytelling. His articles and interviews on Business and Story have appeared in many newspapers and magazines including Harvard Business Review, Wall Street Journal, CBS 60 MINUTES, The Guardian, Independent (UK) to name but a few.

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In an age of 24/7 information, nothing dates faster than factual content. Properly executed stories, on the other hand, offer the possibility of winning hearts as well as minds, while delivering an immersive experience around your products, services and brand assets.

A leader must persuade, and to persuade, a leader must master the art of storytelling. Story is both emotional and intellectual and it captures hearts as well as minds. In this single day event, Robert McKee will guide business leaders and managers to the mastery of this timeless art so they can turn ideas into action that will inspire the listener to buy, to partner, to invest.

McKee has hosted private seminars for companies, including Nike, BOLDT, Siemens, National Geographic, Time Warner and Microsoft

Come and Learn:

- Leadership by Emotional Persuasion
- Leadership by Intellectual Persuasion
- Leadership and the Purpose-Told Story
- Face to Face Storytelling

For more information see: www.thelearningresort.com



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SESSION ONE	9:30 am - 10:45 am	Story and the Effective Executive
	10:45 am - 11:00 am	Networking Refreshment Break
SESSION TWO	11:00 am - 12:30 pm	Shaping Story – Design and Execution
<i>Lunch (Included)</i>	<i>12:30 pm - 1:30 pm</i>	
SESSION THREE	1:30 pm - 2:45 pm	Executing the Purpose-Told Story
	2:45 pm - 3:00 pm	Networking Refreshment Break
CONCLUSION	3:00 pm - 4:30 pm	

Cost: €495

OUR ACCOMMODATION PARTNERS FOR THIS EVENT ARE:



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The Gleneagle
HOTEL & APARTMENTS

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